



## Planners Committee

Item #4B

September 18, 2013

### **2016 MTP/SCS Update: Early Engagement and Communications Strategies**

**Issue:** Staff is preparing to conduct early engagement and implement communication strategies for the 2016 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS).

**Recommendation:** None, this item is information only.

**Discussion:** During the August SACOG Board committee cycle, staff heard interest in clear communication to the Board on how and when information will be communicated to them, member jurisdiction staff, stakeholders, and the public.

In August, the Board of Directors adopted the Public Participation Plan (PPP). The PPP sets the framework for state and federal requirements for outreach. In addition to utilizing the PPP, staff is developing its Communication Strategies to lay out explicit tasks for communication. Additionally, staff will conduct early outreach in October, which is a non-required activity. During the August committee presentations, the committees were informed that staff will conduct early outreach to a cross-sectoral group of regional leaders. Board members requested to review and provide input on the sectors identified for the early engagement. The cross-sectoral list of groups that will be targeted for participation in the early outreach process is in Attachment A.

The Board committees also engaged in conversation on the need for staff to apply lessons learned from the previous planning process to the plan cycle. Shortly after the MTP/SCS adoption, staff conducted an internal review to identify, share, replicate, and problem-solve issues when necessary. One area identified for improvement was the process by which staff communicated with Board members and the need for communication and outreach support within Board members' local staff and stakeholders. As such, staff brought forward the attached Communications Strategies outline for Board review and comment. The Communication Strategies can be found in Attachment B. Communications Strategies reflect the strategies for staff to maintain ongoing communications with Board members, local staff, and stakeholders regarding planning process milestones including, but not limited to, opportunities for stakeholder input and Board actions.

#### Attachments

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